



Women's Council  
· Wisconsin ·

WOMENSCOUNCIL.WI.GOV

**Minutes of the Meeting of the  
Wisconsin Women's Council – December 10, 2012  
State Capitol, Room 214 NW, Madison, WI**

**Board Members:** Mary Jo Baas (Chair), Nicky Bowman (by phone), Patty Cadorin, Karen Katz, Michelle Mettner, Kim Nickel, JoAnna Richard, Representative Kelda Roys, Senator Jennifer Shilling, and Heather Smith. A quorum of Board members was present.

**Others present:** Christine Lidbury, Executive Director; Kara Pennoyer (Office of Senator Shilling), and Mari Vangen (WWC intern)

Welcome and Introductions. New Members Patty Cadorin, Karen Katz, and Kim Nickel were welcomed to the Women's Council Board.

Director's Report. Christine provided an update on projects and upcoming activities.

**Checklist Project.** Christine provided mock-up of the online format and noted that Department of Administration staff is providing the web design and implementation while the Council continues to work with subcommittee to develop content. Suggestions from board members included 1) linking to the Job Center of Wisconsin; 2) provide for users to email as well as print checklist results; 3) share on social media; 4) add "track progress" metric for user; 5) capacity for completing more than one checklist and print all results together (catalogue model / cumulative).

Discussion ensued on whether emphasis should be placed on targeting unbanked populations. It was noted that it is a significant issue in the disabled community. Christine noted that there had been discussion of having a specific checklist for women veterans (in consultation with the office of women veterans at the WI Dept. of Veterans Affairs) and perhaps we should consider a specific checklist for the disabled.

Christine noted that she was having difficulty finding individuals for the subcommittees on retirement, insurance and financial documents and asked members to let her know if they had suggestions for individuals who might be willing to participate.

**Financial Literacy Brochure.** Christine distributed a draft brochure, noting that it had been reviewed by experts from the checklist project and was currently with the graphic designers.

*A word (or two) for  
the next generation  
of women ...*

**Ask**

**Blank Slate**

Be **Confident**

Have **Chutzpah**

Be **Empowered**

Have **Fun**

**Past Tense**

(remember the past)

**Persevere**

**Save**

Suggestions were made to add content on being banked, being an engaged bank customer, and to seek out quotes from women, if possible, for the front cover. Printed copies of the brochure will be available to distribute during Money Smart Week.

Online Resource Directory. The Council's online financial resources directory is now available on the Council web site. Additional resources to add to the directory should be sent to Christine by email, including the link (if possible) to a website or resource.

Speakers Bureau. A suggestion had been made to develop a speaker's bureau of experts in financial literacy issues in local communities. Discussion ensued on whether this list would include private businesses or only not-for-profit opportunities, and concerns about implied endorsement, liability issues and the possibility of individuals using speaking events to sell services. The idea of a project was put off for the present.

Money Smart Week. Money Smart Week is sponsored by the Federal Reserve Bank with the WI Dept. of Financial Institutions as the lead state sponsor. Christine noted that there is a growing number of "women and money" conference across the state that are held during that week. Last year, the Women's Council was a sponsor for several events, using its sponsorship to underwrite scholarships for women from local domestic violence programs. The Board supported this use of sponsorship funds and engaged it to be used where possible.

Newsletter/Fast Facts. Christine described plans to put out a bi-weekly e-newsletter during the legislative session. Each newsletter would be topical and feature a one-page topic specific fact sheet with demographics on women in Wisconsin. It was suggested that information include an historical perspective, where possible. The first fact sheet will be on Women's Labor Force Participation. The target audience for the materials is legislative offices, but it will be distributed to the Council's complete newsletter email list.

Elected Officials Project. Christine reported on conversations with the WI Broadcaster's and Newspaper Associations to look at how local governments report on their elected officials. Christine will report back to the board at the next meeting or as the project develops.

The Women's Council will celebrate its 30<sup>th</sup> Anniversary in 2013 (1983-2013). Suggestions included 1) developing a special 30<sup>th</sup> anniversary logo that can be put on our letterhead, publications and web site throughout the year; and 2) a gathering of past Council leadership.

Governor's Trailblazer Award. Christine noted that planning, including fundraising, for the 2014 Governor's Trailblazer Awards would start in 2013. Award program timeline:

- Spring – Convene Trailblazer Committee to review award categories, funding needs, outreach strategy, and timeline. Pursue funding strategy, if needed.
- Summer – Develop nomination materials and outreach mailing lists. Contact and reconfirm past-year sponsors.
- Sept/Oct: Call for nominations. Ongoing outreach and advertising.
- Nov/Dec: Process award applications and event scheduling with Governor's Office
- Jan (2014): Awards announced (press release)

- Spring (2014): Award ceremony/events (dates TBD)

#### 2013 Board Meeting Schedule

Meetings will be held from 12-1:30 pm in the State Capitol (Madison, WI), as follows:

- March 11, 2013
- June 10, 2013
- September 9, 2013
- November 18, 2013

Motion to Adjourn by Heather Smith, seconded by Karen Katz.

Respectfully submitted,  
Christine Lidbury